LEO BURNETT COMPANY, *Inc.*
Ad No. 2731—Single Roper—Req. No. 84457—Page—4/C Bleed—8¼ x 11¼ in.—National Magazines, 1972 —(K)
Printed in U.S.A.

For the smokers of America who prefer low tar and nicotine cigarettes.

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A breed apart.

Marlboro Lights. For those smokers who prefer the lighter taste of a low tar and nicotine cigarette.

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